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CONSUMER TIME

PEACH JAMBOREE

NETWORK: NBC

DATE: July 13, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM EDT

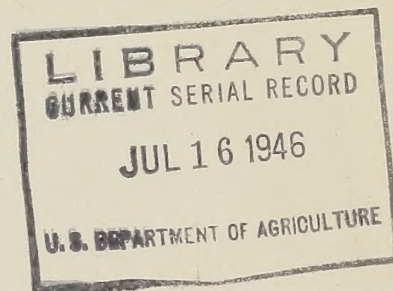
(Produced by the United States Department of Agriculture  
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broadcast without special permission. The title CONSUMER  
TIME is restricted to network broadcast of the program....  
presented for more than thirteen years in the interest of  
consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER ..... CLOSE DRAWER



4. ANNR. During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are Johnny and Mrs. Freyman.

5. JOHN: I've been doing a lot of research on peaches this week, Mrs. Freyman, getting ready for today's CONSUMER TIME program.

6. FREYMAN: Then you ought to know all about peaches, Johnny.

7. JOHN: I should hope to say I do . . . and a tastier bit of research I've never eaten.

8. FREYMAN: Well, let's have a peach quiz and you can make your boast good, if you can. Ready for . . . question one? ----- What's the supply of peaches this year. Can you answer that?

9. JOHN: Easy. There's a record crop. The U. S. Department of Agriculture says this year we've beaten the record 1945 peach crop by over a million bushels.

10. Freyman; Even with you eating your . . . "research" all last week?





11. JOHN: Hate to admit it, but even I couldn't make a dent in the number of peaches rolling in to market.
12. FREYMAN: Okay . . next question. What's the leading variety of peach?
13. JOHN: That's easy . . . Elbertas. Right?
14. FREYMAN: Right. Luscious, yellow, free stone Elbertas, just now, from the Sunny South.
15. JOHN: Hmmm . . sounds like you've been eating a little peach research on the side, too.
16. FREYMAN: Quiet . . . next question. What's the difference between free-stone and clingstone peaches? Joel? . . . I mean, Johnny?
17. JOHN: (So now I'm a quiz kid) . . . Well, in freestone peaches the pit comes away from the flesh easily. But clingstones . . . cling. Anyhow, why worry about clingstones? Don't most of them go into commercially canned peaches?
18. FREYMAN: I thought I was asking the questions. Well, the answer is yes, anyway. Now how about naming a couple of other delicious varieties of peaches . . . besides Elbertas.
19. JOHN: (REELS THEM OFF) Hiley Belle, Hale Haven, Golden Jubilee, J. H. Hale, Late Crawford, and -----
20. FREYMAN: Okay, okay -- you're doing better than I expected. Real competition for Kieran and Adams. But see if you can answer this one. Which country in the world is the original home of peaches?
21. JOHN: Hmmm . . . . Persia?
22. FREYMAN: Wrong! Though a lot of people think so. But most historians seem to agree that China was the first country where they grew and cared for peaches. The Chinese knew about peaches many centuries before the birth of Christ . . . and there are some delightful Chinese myths (FADE) about peaches . . . . .



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23. MUSIC: ORIENTAL UP AND UNDER FOR NEXT SCENE

24. CHILD: And what is this character you have written, Honorable Grandfather?

25. GRANDFATHER: That is "tao" . . . the peach, my child. This half of the character means "fairy fruit."

26. CHILD: Why, Honorable Grandfather?

27. GRANDFATHER: Have you never heard stories about the peach, little one?

28. CHILD: Tell them, tell them, please.

29. GRANDFATHER: The Peach Tree of the Gods grows in the garden of the Royal Lady of the West.

30. CHILD: Oh . . . she is the Queen of the fairies.

31. GRANDFATHER: Yes . . . a very stately and good queen. Well, the Peach Tree in her garden bears fruit only once every three thousand years.

32. CHILD: That is a long time to wait for a taste of delicious peaches.

33. GRANDFATHER: The Peach Tree of the Gods teaches patience, my child. For those who eat of its fruit . . . there is the gift of immortality.

34. CHILD: Those must be the most delicious peaches in all the Kingdom, Honorable Grandfather.

35. GRANDFATHER: And what of that enormous peach you were nibbling so determinedly yesterday? Was that not delicious?

36. CHILD: I do not mean to contradict, Honorable Grandfather, but how could it be as good as the fruit on the Peach Tree of the Gods?

37. GRANDFATHER: Ah . . . but the variety of peach your small mouth savored is also a favorite of the Gods. Come . . . look at this painting. See what this deity holds in one hand . . . .



OFFICE OF THE ATTORNEY GENERAL  
WASHINGTON, D. C.

and what is this?

Constitution?

That is "no" . . . the word "no" . . .

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is a word which means "no" . . .

is a word which means "no" . . .

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38. CHILD: A peach . . . it is a peach!

39. GRANDFATHER: The very kind you were sampling yesterday. This variety of peach is the special property of the God who decides how long each of us shall live. They say this peach will give you long life, my child . . . (FADE) . . long life.

40. MUSIC: BRIDGE

41. FREYMAN: Well, Johnny, looks like you'll live to be an old man, if you believe the Chinese myths about peaches giving long life.

42. JOHN: Did you ever hear that old Chinese proverb, Mrs. Freyman -- "He who eats peaches one hundred years . . lives to be old man."

43. FREYMAN: (LAUGHS) That sounds like an old "Confucius say" joke. But science really backs up the statement that peaches are good for you. Nutritionists say that when peaches are at the peak of ripeness, they offer you a fair amount of Vitamin C. And yellow-fleshed peaches are a good source of Vitamin A . . . too.

44. JOHN: I'm even smarter than I thought I am for liking peaches.

45. FREYMAN: Well, if you're so smart . . . let's resume our peach quiz. And I give you fair warning . . . the questions are going to get harder.

46. JOHN: You may fire when ready . . . Mrs. Freyman.

47. FREYMAN: How many bushels of peaches went into home canning last year?

48. JOHN: Ah . . . suppose we turn the tables . . and let you answer that. Besides, I have some other questions about canning peaches . . . and we'll see if you know the answers.

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49. FREYMAN: Well, Johnny, I do happen to know that thirty-nine million bushels of peaches were canned at home or in community canning centers last year.
50. JOHN: Thirty-nine million bushels! . . . guess that means it's easy to put up peaches.
51. FREYMAN: Yes, indeed . . . peaches are easy to can. And you can do them in a boiling-water-bath canner . . . no steam pressure needed. But there's one thing you do have to remember with peaches.
52. JOHN: What's that, Mrs. Freyman?
53. FREYMAN: Well, you really should can only perfect peaches that are ripe, but not soft.
54. JOHN: You mean the kind that have a tempting pink blush that makes you want to sink your teeth into them?
55. FREYMAN: Well. . . The pink blush may be there. But it's the background color that shows ripeness. Make sure the background color on the peaches isn't green.
56. JOHN: Okay . . . no green peaches.
57. FREYMAN: And that applies to whether you're going to can, freeze, or dry the peaches.
58. JOHN: Say . . . can you really put up peaches all those different ways?
59. FREYMAN: Of course . . . and you're supposed to be a peach expert.
60. JOHN: Not at this point . . . you are. So how about answering this question . . . what about sugar for canning peaches?





61. FREYMAN: Well, homemakers know that sugar supplies are still limited.... so, this year again, many of them will follow the wartime rule of about one pound of sugar to every four quarts of finished fruit
62. JOHN: And the ration stamps for canning sugar?
63. FREYMAN: Are spare stamps number nine and ten -- Each good for five pounds of sugar for canning only.
64. JOHN: Seems to me I remember . . . something about n . . . let's see . . . stretching canning sugar. . . . .
65. FREYMAN: Go on . . . you're doing fine.
66. JOHN: Sure! With light corn sirup or honey.
67. FREYMAN: To be more specific, you can use light corn syrup to replace one-third of your canning sugar. . . . and mild-flavored honey can take the place of half of your sugar.
68. JOHN: And those are the only sugar subsitutes you can use?
69. FREYMAN: That's right. Don't try to use brown sugar -- strong-flavored sirup -- or saccharin . . . because you probably wouldn't like the taste.
70. JOHN: How about canning peaches without sugar?
71. FREYMAN: Ah! I was hoping you'd ask that. Well, sugar or sirup isn't necessary to keep the canned fruit from spoiling. But the experts have always said that sugar was important for holding the flavor of the peaches . . . as well as to help them keep their texture and color. (VERY DRAMATICALLY) But this year . . . Johnny . . . this year . . . !!!!!
72. JOHN: But this year . . yes, yes, go on!
73. FREYMAN: The experts say that the most important thing is not to waste any good food. And there is a trick for getting best results for canning peaches without sweetening.





74. JOHN: (D ELIGHTED) Ahhhh!

75. FREYMAN: But . . .

76. JOHN: (DISAPPOINTED) Ohhhhh!

77. FREYMAN: There's a secret to it.

78. JOHN: (LOWERS VOICE A LITTLE) Well, you can tell me, Mrs. Freyman...  
I won't tell a soul . . . .

79. FREYMAN: Oh, we want to tell everybody this trick about canning peaches.  
It's to put up fully ripe peaches in their own juice . . . that  
is no water . . . no sugar, or sirup . . . just peaches in peach  
juice.

80. JOHN: Mmmmmmm....sounds good.

81. FREYMAN: Here's what the experts at the U. S. Department of Agriculture say;

82. MAN: In general, you prepare peaches the same way you do for  
canning them with sweetening. Heat the sliced peeled peaches  
in their own juice to the simmering point.....that is, not quite  
to boiling. Stir occasionally to prevent sticking and to get  
even heat distribution. Then fill the glass jars with hot  
peaches.....leaving half an inch at the top. Adjust the jar tops  
and process immediately in your boiling water-bath-canner.

83. JOHN: Well, Mrs. Freyman....how long do you process the peaches?

84. FREYMAN: Just twenty minutes for peaches, Johnny. Incidentally, you can  
find this method for canning fruit without sweetening in the  
Department of Agriculture's canning bulletin. Anyone who  
doesn't have a copy of the home canning bulletin can just drop  
us a card for a free copy.

85. JOHN: Good. That would be to our usual address....CONSUMER TIME,  
Washington, 25, D. C.

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86. FREYMAN: And, I'd like to emphasize again, Johnny, that when you can peaches without sweetening, the fruit has to be fully ripe and juicy. And the processing has to come immediately....while the fruit is hot.
87. JOHN: Well, Mrs. Freyman, I think canned peaches....without sugar.... would be swell for making puddings or cobblers, or pies....come winter. You could always use some of the sugar from your regular ration to sweeten them.
88. FREYMAN: You're right on the beam, Johnny....as far as peaches are concerned.
89. JOHN: That's what I've been telling you all along.
90. FREYMAN: Well, if you're so confident.....let's get back to that peach quiz. We've talked about canning peaches....but we've kind of neglected the fresh ones. So as a peach expert, Johnny, how many ways can you think of serving fresh peaches . . . besides just eating them out of hand?
91. JOHN: Have you got an hour, teacher?
92. FREYMAN: Now . . . you don't know that many ways of serving peaches . . or do you?
93. JOHN: (INDIGNANT) Indeed! There's sliced peaches with cream or milk, sliced peaches in a fruit cup or with berries, for instance. Peaches in salad . . . very refreshing . . . with cottage or cream cheese. . . or chopped fruit in the hollow of the peach. . . peaches with breakfast food - - - -
94. FREYMAN: Bravo!
95. JOHN: (IGNORING HER) Peach shortcake . . .

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96. FREYMAN: But only a half a biscuit to a serving this year ....to save flour. Or better still with sponge cake . . which uses no fat and very little wheat flour.
97. JOHN: Thank you for the suggestions.
98. FREYMAN: Don't mention it.
99. JOHN: And my favorite dessert with fresh peaches is . . guess, Mrs. Freyman.
100. FREYMAN: I can't guess, Johnny . . but mine is peach sundae. . . you know, ice cream just smothered in slice peaches or peach sauce.
101. JOHN: Well, that's near it . . my favorite is peach melba. You ought to try it, Mrs. Freyman. It's easy to make. All you do is put a scoopful of vanilla ice cream into the hollow of a peach half.
102. FREYMAN: Sounds good so far.
103. JOHN: Then just pour a little raspberry sirup on top .. and a few chopped nuts.
104. FREYMAN: Mmmmmmmdelicious, Johnny. Why do we always get in to these mouth-watering discussions just before lunch? But as delightful as that sounds . . . I'll bet peach melba is your favorite dessert because it has such a romantic history.
105. JOHN: No kidding has it?
106. FREYMAN: Mmmmm Hmmmm.
107. JOHN: Honest? . . . it's news to me. What's the story?
108. FREYMAN: Johnny .... don't tell me you eat peach melba all the time and don't know anything about its namesake . . . It happened in a private dining room in the famous Savoy Hotel in London . . .  
(FADE) just about the turn of the century
109. MUSIC: BRIDGE . . A SOPRANO ARIA



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• 2022 •

• What did you say about

• 1. 10. 1955

THE UNIVERSITY OF CHICAGO

.....

109. MAN: Is Madame Melba ready for her lunch?
110. WAITER: Indeed she is waiting . . .you are late bringing luncheon to Madame Nellie Melba . . . Madame Melba who has sung her way into the hearts of opera lovers of all Europe and America. . . and you are late with lunch. Here give it to me . . . I will take it in.
111. SOUND: KNOCK ON DOOR.
112. MELBA: (OFF MIKE) Come in.
113. SOUND: DOOR OPENING
114. WAITER: Luncheon, Madame Melba.
115. MELBA: Good . . . set it down here. It looks to be a most excellent luncheon . . perfect for this glorious morning . . . What a darling silver dish . . Uncover it quickly so I can see what's inside.
116. WAITER: M'sieur Escoffier, the chef, wishes me to say he has invented this dessert especially for you, Madame.
117. MELBA: It's quite beautiful . . .I must try it before anything else. Mmmmm....delicious. This combination of fresh peach and ice cream . . and the syrup and the nuts . . What does M'sieur Escoffier call it?
118. WAITER: It has no name, but M'sieur Escoffier wishes me to say that he would be honored if he might call it peach Melba.
119. MELBA: Indeed he may . . . with the greatest of pleasure. And tell M'sieur Escoffier that I should like to sing his favorite aria —
- 119-a WAITER: Undoubtedly something from La Boheme
120. MUSIC: BRIDGE

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121. FREYMAN: Very soon after that, Johnny, peach melba was the rage of London . . . and eventually the fashionable hotels all over the world listed peach melba on their menus.
122. JOHN: Well, Mrs. Freyman, that just proves what I've been saying . . . you can't beat a dessert made with fresh peaches at any time of year.
123. FREYMAN: Right. That's why so many people will be taking advantage of all the peaches on the market now and will can them for delightful peach desserts next winter. And this is a good time to remind everyone that Monday begins Food Preservation Week.
124. JOHN: That's right..... a special week to make everybody conscious of the importance of preserving all the food we possibly can . . . either at home or community canning centers.
125. FREYMAN: I think Secretary of Agriculture Anderson summed up the whole situation perfectly when he announced Food Preservation Week:
126. MAN: "The immediate problem that faces a wartorn world is food. Food spells peace and democracy. That is why I am appealing to the women of America for a repeat performance of their war food preservation record. The women of America know how to meet emergencies . . . and I'm sure they will come through with flying colors."
127. FREYMAN: Johnny, we ought to remind everyone about the canning bulletin.
128. JOHN: All right. Friends . . . if you don't have a copy of the U.S. Department of Agriculture's bulletin on home canning . . . just drop a postcard to CONSUMER TIME, Washington 25, D.C. That's CONSUMER TIME, Washington, 25, D. C. Be sure to include your name, address, and the name of the station to which you are listening. And now, what's on next week's CONSUMER TIME, Mrs. Freyman?





129. FREYMAN: A very timely subject, Johnny, housing. You know, right now we're going through the worst housing shortage in the Nation's history. And next week we're going to find out why there is a shortage . . . And our special guest, Mr. Wilson Wyatt, the National Housing Expediter, will tell us what's being done to relieve the situation.
130. JOHN: So be with us next week for our special housing edition of . . .
131. SOUND: CASH REGISTER
132. ANNCR. CONSUMER TIME!
133. SOUND: CASH REGISTER . . . CLOSE DRAWER
134. ANNCR. CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company, and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.



